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Advertising Age

February 24, 1992

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Crain's International Newspaper of Marketing • In Two Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

FDA label plans under attack

By Steven W. Colford and Julie Liesse

The food industry this week is coming down hard against key elements of proposed labeling regulations that may threaten well-known brand names like Healthy Choice and Lean Cuisine.

The regulations, proposed by the Food & Drug Administration and U.S. Department of Agriculture, define words like "light," set standard serving sizes and specify which health claims can and can't be used.

The comment period ends Feb. 25; barring delays, the regulations will become final in November, with compliance required by May.

The regulations could "define out of existence" brand names such as Healthy Choice, said Hugh Latimer, a Washington attorney whose firm represents several major food marketers including Kraft General Foods and Stouffer Foods Corp.

Marketers appear to be divided on which proposals are the most onerous.

Grand Metropolitan Food Sector, which includes Pillsbury and Haagen-Dazs Co., will point to definitions of "low fat" and "serving sizes" and additional labeling requirements as

(Continued on Page 50)

KGF experiments

'Alternative pricing' sets off new questions

By Julie Liesse and Judann Dagnoli

Kraft General Foods last week said it is experimenting with "alternative pricing" in some product categories, as the "everyday low pricing" controversy continues to split marketers and retailers.

Although Procter & Gamble Co. is the only marketer to make a real commitment to the strategy, KGF admitted it adopted in some categories "lower deal rates and list prices," and has been doing it over the past two years.

That acknowledgment came in a statement issued to clarify a report in *The New York Times* that the No. 1 U.S. food marketer felt was saying it had adopted an everyday low pricing strategy.

"We haven't done anything like that" to adopt a major policy change on everyday low pricing, Kraft General Foods Senior VP-Sales Joseph Durrett wrote in a letter that he said was intended to

"The rest of the industry would like nothing more than for P&G to be the blocking back."

"set the record straight" for the company's retail customers. "And we have no plans to do it."

In a presentation by Philip Morris Cos. Chairman-CEO Michael A. Miles before securities analysts in Florida earlier in the week, Mr. Miles said KGF, rocked by the recession, has reduced retail prices of some products and will consider reducing others to "defend our businesses."

Most major package-goods marketers are looking hard at everyday low pricing as an alternative to expensive trade promotion. That's what P&G did last year when it eliminated promotional allowances for a variety of products in favor of giving retailers a permanent "everyday low" list price. Other marketers now are waiting to see what happens.

"The average package-goods manufacturer's business is so hung up in incremental trade support that the inclination of every ceo in the U.S. is to move to ev-

(Continued on Page 52)

Time's new chief could boost titles

By John Wolfe

NEW YORK—The strategic direction of Time Warner's publishing division is expected to remain intact and could even get a boost following a high-level corporate shake-up at the media giant.

Nicholas

In a surprise announcement last week, Time Warner President and Co-CEO N.J. Nicholas Jr. resigned and was replaced by Vice Chairman-Chief Operating Officer Gerald M. Levin, a 20-year Time Inc. veteran.

Until his abrupt resignation, Mr. Nicholas, 52, had been considered the heir apparent to Time Warner Chairman and Co-CEO Steven J. Ross. Mr. Levin is now expected to assume that role.

Mr. Levin, 52, began his career at Time Warner's Home Box Office unit and has never worked for the company's magazine division, which publishes *Time*, *People*,

(Continued on Page 52)

Rival ratings don't match up

By Joe Mandese

CBS may be the No. 1 prime-time network, according to Nielsen Media Research, but the Tiffany network is dead last among the Big 3 according to ScanAmerica, a new network ratings service launched last fall by Arbitron Co.

With an average 13.4 prime-time rating for Oct. 28 to Nov. 24, ABC boasts a commanding lead over third-place CBS' 11.8 and second-place NBC's 12.6 in ScanAmerica's first network report.

Fox Broadcasting Co., though still fourth overall among the broadcast networks, also did significantly better with the new ratings service. Fox logged an average 9.9 prime-time rating vs. 7.7 from Nielsen.

Network and agency researchers cautioned that the new service isn't yet nationally projectable, as Nielsen is. ScanAmerica now operates with a sample of only 1,000 households in five major markets.

But they noted that even when ScanAmerica expands to a nationally projectable sample of 2,000 households next year, they expect significant differences between its ratings and Nielsen's.

"Theoretically, we should get the same type of data, but realistically we probably never will," said Larry Hyams, director of

(Continued on Page 50)

ScanAmerica vs. Nielsen

According to Nielsen, the No. 1 show in November was "60 Minutes," but ScanAmerica says it was "Roseanne."

ScanAmerica

Top 10 programs	Nielsen rank	Network	ScanAm. rating
1 Roseanne	2	ABC	21.1
2 60 Minutes	1	CBS	19.8
3 Full House	4	ABC	18.8
4 Home Improvement	9	ABC	18.7
5 Family Matters	-	ABC	18.6
6 A Different World	12	NBC	18.4
7 Monday Night Football	11	ABC	18.3
8 Cheers	3	NBC	17.9
9 The Cosby Show	16	NBC	17.8
10 Step by Step	-	ABC	17.6

Nielsen

Top 10 programs	ScanAm. rank	Network	Nielsen rating
1 60 Minutes	2	CBS	22.6
2 Roseanne	1	ABC	21.3
3 Cheers	8	NBC	19.5
4 Full House	3	ABC	19.4
5 Murphy Brown	15	CBS	19.1
6 Coach	11	ABC	18.0
7 Designing Women	24	CBS	17.2
8 Major Dad	29	CBS	17.2
9 Home Improvement	4	ABC	17.2
10 Murder, She Wrote	14	CBS	17.2

Source: Nielsen Media Research, Arbitron Co.

CYNTHIA WATSON

LAST MINUTE NEWS

Bush plots strategy for Georgia primary

WASHINGTON—President Bush will rely on advertising and surrogates to attack conservative Republican Pat Buchanan in the March 10 Georgia presidential primary. Sources said after the president won the Feb. 18 New Hampshire Republican primary by a narrower than expected margin, some of his campaign advisers argued for an anti-Buchanan offensive. By late last week, advisers instead were leaning toward a strategy that "President Bush should not engage and be pissy and petty with Pat Buchanan," said Don Sipple, one of the president's admen. "But it's still an open question as to how much we go after Buchanan with ads and with surrogates." A new Bush TV spot was slated to break today in Georgia.

Hasbro rethinks buying assignments

NEW YORK—Hasbro is expected to shuffle $90 million in national broadcast media buying among several agencies within the next two weeks, sources said. The toy marketer is expected to redistribute agency of record assignments for broadcast network, syndication and cable buys among Griffin Bacal, Grey Advertising and possibly Jordan, McGrath, Case & Taylor. Creative assignments at all three

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John Pomian

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VW ads are working. **Page 53.**

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■ **Network ratings** from Arbitron's newcomer, Scan-America, are differing sharply from Nielsen numbers. 1

■ **Hill, Holliday,** Connors, Cosmopulos is reorganizing its Infiniti service under pressure from Nissan in Japan. 3

■ **Nynex Corp.** plans an on-line electronic Yellow Pages service that eventually will carry display ads. 3

■ **Wendy's** will offer a line of packaged salads. 4

■ **Charlotte Beers** stepped down as ceo of Tatham/RSCG and vice chairman of Euro RSCG. 8

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■ **Magazine** ad pages dropped 3.6% in January from the year-earlier month, according to PIB figures. Ad revenues for the month dropped by 2.6%. 32

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■ **'Rolling Stone'** plans three special issues to mark its 25th anniversary this year. 42

■ **Magazine launches** were estimated at 541 new titles last year, slightly higher than the estimate for 1990. 42

■ **K-III Magazines** said it's earmarked three of its publications for significant investments this year. 43

■ **D'Arcy Masius** Benton & Bowles is looking for a new creative director to head up its Burger King account. 49

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Vol. 63, No. 8—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except special issues the fourth week in April, the second week in June and the fourth week in September) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $94 a year, $134 two years. Add $151 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

GM stalls spending

'92 plans reflect budget tightening, recession

By Raymond Serafin

General Motors Corp. is holding the line on 1992 ad budgets, with total spending expected to be flat or slightly down compared with the estimated $1.2 billion spent in 1991.

Insiders, including several at GM and its agencies, say ad spending plans are still subject to changes, but working budgets reflect GM's concerns about reining in all of its costs.

The decisions weren't unexpected in light of Chairman Robert Stempel's dramatic Dec. 18 news conference outlining plans to scale down the company by 1995 by closing 21 plants and slashing 74,000 jobs, 18.7% of GM's total employment.

Last fall, Philip Guarascio, executive-in-charge of corporate marketing and advertising, predicted ad budgets could increase about 3% for 1992. But that was before the continuing slump in sales brought about GM's drastic budget tightening. Mr. Guarascio wasn't available to discuss the current status of budgets.

Although there aren't any massive cuts in spending, ad executives are disappointed that the carmaker isn't capitalizing on a chance to rebuild market share in light of a slew of new products launched last fall and the current "Buy American" sentiment that's made some consumers more receptive to domestic nameplates.

"There's a lot of frustration in the divisions. They're not getting what they wanted," said one media source.

Because GM executives put a premium on new-product launches, some of the divisions fared better than others in the budget process. Indications are that Pontiac, Buick and possibly Oldsmobile will spend at about the same levels as 1991 to carry through key product launches, with other divisions taking spending cuts.

"GM has been scrutinizing every budget, especially the out-of-pocket spending like advertising," said one agency source. "The company is operating on the premise that the economy and auto sales will get better as the year goes along but not dramatically better."

GM's ad budgets climbed fast during the late 1980s, as the car-

(Continued on Page 8)

Big push for Sunchips

By Jennifer Lawrence

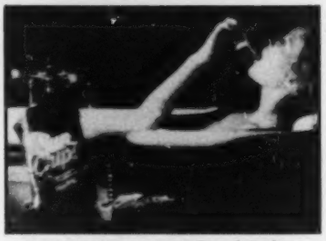
Frito-Lay today starts a $30 million marketing push for Sunchips multigrain snacks, a record-breaking budget for any Frito-Lay product in its second year.

PepsiCo's snack food division wants to make Sunchips a megabrand like its $1 billion Doritos line.

It's off to a good start. Sunchips, the first multigrain snack introduced in the U.S., achieved astounding sales results in its first year of national distribution, when it was backed by $30 million. Retail sales in 1991 were in excess of $100 million. Very few new food products achieve $40 million to $50 million in sales during their first year.

The big Sunchips marketing push comes as Frito-Lay prepares to get some competition in the multigrain snack segment.

Borden will introduce a new multigrain snack "during the second quarter in about one-third of the country," George Waydo, president of Borden's Snacks &



Sunchips' new spots break today.

International Consumer Products Division, revealed last week at a consumer analysts meeting in Florida. Rollout will be completed in early 1993.

W.B. Doner & Co., Southfield, Mich., will handle advertising for the new product.

Keebler Co. is also expected to introduce a multigrain snack, said George Thompson, an analyst at Prudential Securities.

"We think Sunchips could be the Doritos of the '90s," said Dwight Riskey, Frito-Lay VP-marketing.

Frito-Lay will introduce the new campaign, featuring a new Sunchips flavor called Harvest Cheddar, with heavy network TV advertising including a vertical roadblock of CBS' entire Monday night prime-time lineup. The company for the first time will advertise on the Grammy Awards show, airing Feb. 25.

Tonight, Frito-Lay will unveil five 15-second network TV spots for the Sunchips brand with the tag "A little sun never tasted so good." The campaign is the first from BBDO Worldwide, New York, which took the business from Levine, Huntley, Vick & Beaver when Roger Enrico returned to PepsiCo's snack foods division as chairman.

The effort also incorporates Frito-Lay's largest ever direct mail sampling program with 6 million households getting samples of the new Sunchips Harvest Cheddar flavor and Original flavor. □

Judann Dagnoli contributed to this story.

Dooner rises at McCann

By Jon Lafayette

NEW YORK—John J. Dooner Jr. last week was named president-chief operating officer of McCann-Erickson Worldwide, his third key post at the giant global agency and likely not his last.

Mr. Dooner, 43, remains president of McCann's North American operations and its New York office. He assumes the presidency from Robert L. James, who remains McCann Worldwide chairman-ceo; the post of chief operating officer is new.

In his new post, Mr. Dooner becomes the No. 2 executive at the agency. Previously, he'd been one of five regional directors reporting to Mr. James. All the regional directors will eventually report to Mr. Dooner, Mr. James said.

"Dooner is a guy who is really ready to expand his scope of operations at a time when it's good for us to have extra help" at the worldwide level, Mr. James said. "We need it because over time we've grown pretty well, and we have thin lines of management."

Although Mr. James, 57, said he doesn't plan to retire soon, Mr. Dooner could well be his eventual successor.

"I have no doubt he has that capability," Mr. James said. "He's always amazed me with his ability to grasp things quickly and develop a high proficiency rapidly. That's what the demands are in these times."

Dooner

The aggressive Mr. Dooner personifies McCann's approach to the agency business.

"We've got a 'roll up our sleeves and get involved' personality, and that's very relevant today," Mr. Dooner said. "A no BS, problem-solving group of people is what clients want to work with today. I am totally convinced that within a short period of time, we'll be the No. 1 agency in the world."

McCann's New York office grew to just over $1 billion in 1991 from about $300 million in 1984, when Mr. Dooner arrived, mostly by winning new assignments from the agency's global clients, including General Motors Corp., Nestle and Unilever. McCann's worldwide billings were $5.7 billion in 1991, up 8% over the previous year.

In the past year, McCann has also created specialized units to serve special client needs, such as the Comcord Group, which coordinates Nestle USA's $300 million in media buying, and McCann/-SAS, Troy, Mich., a unit that acts as general contractor for GM's GMC Truck unit.

Mr. Dooner said that eventually he will replace himself as head of either the North American or New York unit but added that he doesn't have a candidate in mind. □

JANUARY AD RESULTS

Ad pages still sliding

Tobacco print spending declines dramatically

By Scott Donaton

Cigarette/tobacco advertising fell dramatically in January, knocking it from the top 10 magazine ad categories.

Seven of the top 10 categories ranked by revenue were down in pages in January. Cigarette advertising, which ranked No. 8 for most of last year, fell to No. 11. Ad pages for the category dropped 44.3% to 167.5; revenues fell 43.7% to $10.6 million.

Consumer magazines' January ad pages fell for the third straight year.

Magazines tracked by Publishers Information Bureau carried a combined 9,425 ad pages for the month, down 3.6% from January 1991 (AA, Feb. 17). Ad revenues fell 2.6% to $367.9 million.

Publishers began expecting a weak January late last year, with one in November saying, "I wish we didn't have a January issue."

While the overall page decline wasn't severe, January was quite harsh for a number of major magazines, particularly women's and upscale titles.

Two titles saw pages fall by a disturbing 50%-plus. *Gourmet's* 43.5 pages were down 50.3%; *Mirabella's* 21 pages marked a 57.9% drop.

Among upscale magazines, *Architectural Digest* carried 69.2 ad pages, down 16.1%; *Bon Appetit* fell 18.5% to 47 pages; *Travel & Leisure* carried 45.2 pages, down 32.7%; and *Food & Wine* carried 26 pages, down 24.6%.

In the women's field, *Glamour's* 43.5 pages fell 36.4%; *Working Woman* also carried 43.5 pages, a 32.9% drop; *New Woman* was down 17.4% to 36 pages; and *Mademoiselle's* 33.9 pages slid 57.9%.

Fashion category leader *Vogue* carried 72.6 pages in January, a drop of 21%. *Elle*, with 55.6 pages, was down 7.1%; *Harper's Bazaar* fell 32.6% to 29 pages.

Time Warner's weeklies posted mixed results. Flagship *Time's* 115.7 pages were down 29.9%; *People* was down 23.8% to 143.3 pages. *Sport Illustrated's* 123.1 pages were down just 5.2%, while 2-year-old *Entertainment Weekly's* 50.7 pages marked a 21.6% gain.

"Our bookings still aren't so great. It's not going to be a great first quarter," said Reginald K. Brack Jr., chairman, president and ceo of Time Inc. Magazine Co. But "we're still hearing good things about the year in general" and a turnaround could happen in the second half, he said.

Newsweek carried 116.7 pages last month, up 16.3%, while *U.S. News & World Report* was flat with 82.7 pages, a 0.6% drop.

Business titles were fairly strong in January. *Forbes* was down a mere 0.3% with 222.8 pages; *Business Week* saw pages rise 10.5% to 181.1; and *Fortune* was up 13.8% with 108.9 pages. *Financial World's* pages increased 204.3% to 95.6.

Among Sunday magazines, *Parade* was up 10.9% to 65.5 pages; *USA Weekend* rose 39.2% to 62.7 pages.

Other individual bright spots included: *American Health* (42 ad pages, up 34.1%); *Conde Nast Traveler* (69.4 pages, up 42.5%); *The Economist* (174.4 pages, up 34.7%); *Endless Vacation* (33.1 pages, up 34.7%); *Field & Stream* (57.8 pages, up 33.4%); *Home* (37.8 pages, up 73.5%); *National Geographic Traveler* (41.2 pages, up 27.1%); *Sassy* (32.4 pages, up 64.9%); and *Vanity Fair* (49.2 pages, up 21.6%). □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$62,109,900	−13.55	1,136.6	−13.76
Direct response cos.	$50,765,764	−1.65	1,577.6	−0.25
Toiletries & cosmetics	$30,055,397	−9.68	571.9	−11.50
Business & consumer svcs.	$28,920,108	22.24	803.7	19.55
Food	$26,721,193	8.27	394.3	−17.22
Travel, hotels & resorts	$20,112,920	−16.04	712.0	−9.24
Computers & office equip.	$17,472,990	34.08	373.3	13.41
Drugs	$12,014,867	23.22	255.5	10.40
Publishing & media	$11,588,195	−23.02	160.3	−21.05
Apparel**	$11,056,385	1.78	479.6	−17.11

Revenue and page figures are from January 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bridal Guide	284.70	−13.4	2,798,865	21.9
2	Entrepreneur	243.33	12.4	2,861,104	26.8
3	Forbes	222.82	−0.3	10,198,055	1.1
4	TV Guide	200.12	−12.1	22,813,533	−15.8
5	Business Week	181.13	10.5	11,410,624	14.6
6	Golf World	174.59	13.6	1,509,386	15.6
7	The Economist	174.36	34.7	1,831,699	69.8
8	Yachting	146.48	2.2	854,853	−2.8
9	People	143.26	−23.8	15,968,889	−17.3
10	Golf Magazine	139.62	−8.6	4,501,299	−4.9
11	American Way	134.16	16.8	1,818,552	5.9
12	Skiing	128.72	26.3	2,464,333	18.2
13	Sports Illustrated	123.09	−5.2	15,672,639	−1.9
14	Muscle & Fitness	118.50	3.6	2,265,428	8.9
15	Newsweek	116.74	16.3	12,020,023	6.6
16	Time	115.73	−29.9	17,729,202	−22.7
17	Ski	115.46	−16.8	2,344,999	−9.1
18	New York Magazine	113.09	−8.8	1,882,654	−7.7
19	Salt Water Sportsman	111.81	−4.8	646,850	−7.4
20	Popular Photography	110.06	−0.8	3,008,327	13.9
21	Fortune	108.87	13.8	6,063,520	13.6
22	Skin Diver	100.90	−3.8	1,063,526	2.7
23	Cosmopolitan	98.34	−2.3	6,961,212	5.5
24	Golf Digest	97.57	11.6	5,352,630	15.9
25	Financial World	95.63	204.3	1,915,505	166.6
26	Texas Monthly	93.10	−8.5	1,006,613	3.6
27	Good Housekeeping	90.71	−3.7	9,550,140	−7.0
28	Inc.	88.25	16.0	3,170,149	−5.2
29	U.S. News & World Report	82.72	−0.6	7,750,829	11.0
30	The New Yorker	82.07	−8.5	2,566,055	−1.8
31	Family Circle	80.53	37.8	7,146,111	34.4
32	Compute	79.15	−17.3	716,396	−16.1
33	Money	76.63	−6.5	5,024,405	−9.4
34	Sunset	74.47	7.6	2,833,432	34.3
35	Islands	73.52	−5.8	688,397	9.6
36	Vogue	72.59	−21.0	3,216,859	−25.7
37	Car & Driver	70.37	−27.3	3,418,368	−15.6
38	Conde Nast Traveler	69.36	42.5	1,812,705	21.1
39	Architectural Digest	69.24	−16.1	2,077,962	−3.6
40	Parents	68.13	−11.5	3,076,822	−4.2
41	Woman's Day	67.70	18.1	5,212,387	32.4
42	Road & Track	67.63	−20.5	2,376,211	1.3
43	McCall's	66.74	−8.0	5,456,050	−1.8
44	Ebony	66.09	−15.6	2,565,998	−9.8
45	Northwest Compass	65.88	80.5	1,210,048	34.1
46	Parade*	65.48	10.9	35,828,635	20.5
47	Ladies' Home Journal	64.14	−33.4	4,930,410	−28.3
48	Delta Sky	64.04	4.0	1,939,170	14.1
49	Penthouse	63.20	−12.0	2,367,806	−14.3
50	Scientific American	63.17	75.7	1,228,337	51.2
51	USA Weekend*	62.70	39.2	15,207,191	88.4
52	Southern Living	61.36	−10.8	3,407,107	−4.3
53	Rolling Stone	59.76	−25.1	2,582,328	−19.8
54	Reader's Digest	59.44	10.5	6,974,950	36.2
55	Redbook	59.01	6.5	3,702,604	−8.4
56	Esquire	58.76	31.3	2,067,953	35.2
57	W Magazine	58.30	14.7	1,538,734	21.8
58	Omni	57.99	3.9	1,485,985	0.1
59	Field & Stream	57.75	33.4	2,349,084	18.9
60	Four Wheeler	57.50	−12.5	483,820	−15.5
61	Jet	57.50	−19.6	1,040,976	−18.1
62	Smithsonian	56.80	−15.6	2,607,870	−8.0
63	Better Homes & Gardens	55.67	−0.6	7,525,275	16.9
64	Elle	55.60	−7.1	1,922,282	−14.6
65	Sports Afield	54.63	−14.9	1,353,378	12.6
66	San Francisco Focus	53.88	−5.5	411,744	7.2
67	Bassmaster	53.72	−20.3	1,225,596	−13.8
68	The Atlantic	51.61	2.6	1,030,493	13.5
69	Entertainment Weekly	50.67	21.6	1,587,635	80.5
70	Yankee	50.47	−0.7	530,376	−18.8
71	Longevity	50.08	29.4	398,710	43.0
72	Playboy	50.07	−33.0	3,555,918	−26.1
73	Outside Magazine	49.82	41.5	1,070,991	105.8
74	Outdoor Life	49.51	10.4	1,415,318	−8.7
75	Vanity Fair	49.20	21.6	2,075,855	42.0
76	Spectrum	48.97	−12.5	489,476	15.3
77	Cooking Light	48.94	−14.1	1,104,931	6.6
78	Popular Science	48.84	7.9	1,772,351	25.3
79	American Photo	48.83	16.3	978,715	32.6
80	Motor Trend	48.64	−26.9	2,233,132	−5.0
81	Country Living	48.62	−7.1	2,140,689	−11.1
82	Shape Magazine	48.17	15.1	891,095	21.8
83	Kiplingers Personal Finance	48.14	0.8	1,372,226	−1.4
84	Black Enterprise	47.94	6.0	766,009	32.6
85	Automobile Magazine	47.42	−15.8	1,331,670	−4.8
86	Bon Appetit	46.95	−18.5	1,609,963	−11.0
87	Organic Gardening	45.56	1.3	656,710	−17.1
88	Travel & Leisure	45.17	−32.7	2,310,328	−14.8
89	Self	44.61	20.4	1,898,467	14.4
90	Working Woman	43.50	−32.9	1,407,220	−33.5
91	Glamour	43.49	−36.4	2,765,176	−32.7
92	Gourmet	43.49	−50.3	1,434,831	−45.2
93	GQ	43.38	−29.8	1,314,426	−24.3
94	Metropolitan Home	43.15	7.3	1,413,784	1.1
95	Premiere	42.63	−10.2	965,443	−0.9
96	Harvard Business Review	42.35	−1.2	733,000	11.8
97	Popular Mechanics	42.02	−4.5	1,693,263	2.1
98	American Health	41.98	34.1	919,495	60.8
99	Mature Outlook	41.46	15.5	761,573	28.7
100	Golf Illustrated	41.44	−8.2	639,153	−10.3

Percent change compares January in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

Way to go American Way! Up 17% in ad pages in January.

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Catalogs • Consumer & Special Interest Magazines • Books

MEDIA MIX

Whittle, Colgate set dental title

News briefs on print, electronic and alternative media.

Whittle makes dental appointment. Whittle Communications, Knoxville, Tenn., launched with a spring issue *In Touch*, a 98,000 controlled-circulation magazine for dental hygienists solely sponsored by Colgate-Palmolive Co.'s Colgate oral-care products. It will also launch a Dental Health Adviser program sponsored by Colgate that includes wall posters sent to 35,000 dentists' offices.

CBS profits down. CBS reported fourth-quarter 1991 profits were $9.4 million; sales were up 2% to $937.4 million from fourth-quarter 1990. For the full year, CBS reported a loss of $98.7 million, with sales of $3.04 billion down 7%. CBS attributed the weak performance to a poor advertising economy and troubles with its TV network operations, including large losses from sports programming.

Racer sues MTV. Race car driver Mike Smith, who heads London-based Target International, has filed a $6.5 million lawsuit in Los Angeles Superior Court against MTV Networks, alleging the cable company breached a contract with Mr. Smith under which he would develop a sports marketing program called "Concert-On-Sports." Advertisers could sponsor events and buy airtime on MTV Networks. Mr. Smith claims MTV struck deals with advertisers, manufacturers and others, based on his ideas, and that he was not justly compensated. The claim alleges breach of good faith and fair dealing, fraud, conspiracy, negligent misrepresentation and racketeer-influenced practices, among other charges. MTV doesn't comment on pending lawsuits.

Blockbuster subs title. Blockbuster Entertainment Corp., Fort Lauderdale, Fla., plans to discontinue *Blockbuster* but intends to introduce a reformatted, retitled magazine this year. Blockbuster each month sells or distributes an average 997,568 copies of the monthly.

***Family Circle* plays TV.** "CBS This Morning" and *Family Circle* have teamed for a joint production using material from *Family Circle* to produce TV segments on CBS. CBS and The New York Times Co.'s Women's Magazine Group, *Family Circle's* parent, recently formed a cross-media partnership.

***Southern Accents* slows frequency.** Southern Progress Corp., Birmingham, Ala., will reduce *Southern Accents'* frequency to every other monthly from 10 times yearly with its July/August issue.

Tribune Co. properties team for event. The *Chicago Tribune* and WGN-AM are jointly marketing the Heartland America Family Airshow Festival, scheduled for Aug. 7 to 9 in West Chicago, Ill. The two Tribune Co. units are selling sponsorship packages and seeking a presenting sponsor.

Growing trend. *RTW Review*, a Milwaukee-based fashion industry trade publication, introduces with its April issue a monthly supplement that carries advertising, a first for the title. The supplement expands editorial from women's fashion to include men's and children's fashion and home furnishings.

Fox expands in Memphis. Fox Broadcasting Co. affiliate WPTY-TV, Memphis, Tenn., this year will add a sixth night of Fox programming and a seventh night next year. That follows Clear Channel Communications' purchase of the station from Chase Communications for $21 million. Clear Channel has 16 radio and six TV stations in 15 markets. □

NEWSSTAND

Advertising opportunities in print.

US, New York, "The 10 most beautiful women" special ad section, May issue; ad close: Feb. 27. B&w page: $27,150; color page: $34,990.

Los Angeles Magazine, Los Angeles, "Home and interiors" special editorial section, April issue; ad close: Feb. 28. B&w page: $7,900; color page: $11,770.

Sports Afield, New York, "The Boy Scouts of America & *Sports Afield*: An alliance for the environment" special editorial section, June issue; ad close: Feb. 28. B&w page: $19,200; color page: $27,650.

Sunset, Menlo Park, Calif., "Summer entertaining" special ad section, June issue; ad close: March 15. Color page: $42,540.

Wisconsin Trails, Madison, "Dining out" special editorial section, May/June issue; ad close: March 15. B&w page: $2,230; color page: $2,785. □

Joe Mandese coordinates MediaWorks.

CONSUMER MAGAZINE AD LINAGE

	January 1992	January 1991
■ Auto/cycle/rec. vehicles		
AutoWeek (52X)	102.3	78.6
Automobile Magazine C.	47.4	56.3
Car & Driver C.	70.4	96.8
Car Collector & Car Classics	30.0	21.0
Car Craft	32.9	37.4
Circle Track	58.9	55.8
Cycle World	52.0	29.9
Dirt Rider	44.7	32.0
Dune Buggies & Hot VWs	82.2	72.4
Easyriders	35.0	36.2
Family Motor Coaching	188.8	176.0
Four Wheeler C.	57.5	65.7
Hot Rod C.	35.5	43.0
Motorcyclist	25.4	23.3
Motor Trend C.	48.6	66.6
Motorhome	63.6	73.1
Petersen's 4 Wheel	39.8	50.3
Rider	28.3	24.1
Road & Track C.	67.6	85.0
Trailer Life	60.4	75.6
Total Group	**1,171.4**	**1,199.0**
% change	**-2.3%**	
■ Boating & yachting		
Boating	118.6	104.7
Chesapeake Bay	20.3	20.8
Cruising World	70.6	81.8
Lakeland Boating (11X)	52.2	59.4
Motor Boating & Sailing	97.2	93.2
Sail	105.8	81.0
Sailing World	30.0	29.6
Trailer Boats (11X)	57.9	51.5
Yachting C.	146.5	143.3
Total Group	**699.1**	**665.2**
% change	**5.1%**	
■ Civic/fraternal		
Elk (10X)	16.5	15.2
Kiwanis (10X)	17.0	18.3
Rotarian	18.7	19.7
V.F.W. (11X)	23.7	29.8
Total Group	**75.9**	**83.0**
% change	**-8.6%**	
■ General		
American Health (10X) C.	42.0	31.3
American Legion	55.7	51.9
Archaeology (6X)	30.3	37.3
Art & Antiques (10X) C.	36.9	39.5
ARTnews (10X)	70.8	99.0
The Atlantic C.	51.6	50.3
Bon Appetit C.	47.0	57.6
Buena Salud	15.2	26.4
Cable Guide C.	23.2	31.7
Caribbean Travel & Life (7X)	53.3	51.7
Conde Nast Traveler C.	69.4	48.7
Connoisseur C.	27.1	29.3
Consumers Digest (6X) C.	21.8	26.7
Cooking Light (7X) C.	48.9	57.0
Country America (10X) C.	37.2	34.6
Ebony C.	66.1	78.3
Endless Vacation (6X) C.	33.1	24.5
European Travel & Life (10X) C.	33.3	53.3
Food & Wine C.	25.6	34.0
Golden Years (6X)	38.2	32.5
Gourmet C.	43.5	87.5
Harper's Magazine C.	27.0	28.5
Islands (6X) C.	73.5	78.1
Kiplingers Personal Finance C.	48.1	47.8
Let's Live	41.0	42.0
Life C.	41.4	54.2
Longevity C.	50.1	38.7
Mature Outlook (6X) C.	41.5	35.9
Money C.	76.6	81.9
National Geographic C.	15.5	17.1
National Geographic Traveler (6X) C.	41.2	32.4
Natural History C.	27.6	28.5
Prevention C.	36.6	32.3
Reader's Digest C.	59.4	53.8
Saturday Evening Post (9X) C.	31.7	38.9
Smithsonian C.	56.8	67.3
Town & Country C.	28.5	44.2
Travel & Leisure C.	45.2	67.1
Travelhost	112.6	108.7
US Magazine C.	20.8	19.9
Utne Reader (6X)	57.2	37.2
Vanity Fair C.	49.2	40.5
Yankee C.	50.5	50.8
Total Group	**1,902.0**	**2,028.5**
% change	**-6.2%**	
■ Home		
Architectural Digest C.	69.2	82.5
Better Homes & Gardens C.	56.7	56.0
Columbus Monthly-Homes (4X)	15.3	20.6
Country Life (6X)	33.4	60.9
Country Living C.	48.6	52.4
Family Handyman (10X) C.	26.4	31.5
Flower & Garden (6X)	31.0	19.8
HG C.	18.0	31.0
Home C.	37.8	21.8
Horticulture (10X)	52.1	42.6
House Beautiful C.	37.2	36.0
Metropolis (10X)	48.9	59.5
Metropolitan Home C.	43.2	40.2
Organic Gardening (9X) C.	45.6	45.0
Phoenix Home/Garden	62.2	49.3
San Diego Home/Garden	43.8	44.2
Southern Living C.	61.4	68.8
Sunset Magazine C.	74.5	69.2
Workbench (6X)	40.2	48.6
Total Group	**844.3**	**879.7**
% change	**-4.0%**	
■ In-flight & other passenger		
Aboard Group (6X)	31.2	40.7
Alaska Airlines	47.7	52.1
America West Airlines	58.3	73.8
American Way (24X) C.	134.2	114.9
Continental Profiles	27.2	35.2
Delta Sky C.	64.0	61.6
Northwest Compass Readings C.	65.9	36.5
Southwest Spirit	46.0	41.3
Spirit of Aloha	44.2	35.9
TWA Ambassador A.	36.1	33.7
United Vis 'A Vis	58.3	56.3
US Air Magazine	72.7	67.2
Total Group	**685.8**	**649.1**
% change	**5.6%**	
■ Men's		
Esquire C.	58.8	44.8
Firehouse Magazine	41.1	56.3
Gentlemen's Quarterly C.	43.4	61.8
M Magazine C.	38.8	28.8
Men's Fitness	38.0	32.8
Men's Health (6X)	19.3	19.2
Muscle & Fitness C.	118.5	114.3
Penthouse C.	63.2	71.8
Playboy C.	50.1	74.7
Popular Mechanics C.	42.0	44.0
Total Group	**513.1**	**548.6**
% change	**-6.5%**	
■ Metropolitan		
Aloha (6X)	33.8	37.5
Annapolitan (10X)	29.5	53.9
Atlanta	50.3	58.4
Baltimore	29.4	38.3
Boston	74.1	78.2
Chicago	71.0	56.5
Chicago's North Shore	65.8	68.5
Cincinnati	23.1	31.9
Cleveland	42.5	21.5
Columbus Monthly	36.2	45.8
Connecticut	58.2	56.2
D/Magazine	35.0	37.2
Detroit Monthly	62.9	51.3
Diablo	53.3	48.0
Grand Rapids	13.3	19.3
Honolulu	31.8	42.2
Houston Metropolitan Magazine	74.5	63.0
L.A. Style	24.4	41.8
Los Angeles	74.5	82.7
Louisville	19.5	29.7
Madison	28.0	24.0
Memphis	31.6	43.8
Mid Atlantic Country	32.1	41.3
Milwaukee	35.6	44.8
Minneapolis/St. Paul	112.7	80.3
Minnesota Monthly Magazine	62.9	37.2
New Jersey Monthly	39.1	32.5
New Mexico	98.2	102.0
Ohio	30.5	39.8
Orlando	45.5	73.3
Pacific Northwest (9X) A.	—	26.4
Palm Springs Life	151.6	134.7
Philadelphia	85.2	106.9
Phoenix	33.6	25.7
Pittsburgh	49.1	64.8
Rhode Island Monthly	34.0	60.3
Sacramento Magazine	54.3	65.6
St. Louis	25.7	34.5
San Diego	75.0	85.3
San Francisco Focus C.	53.9	57.0
Sarasota (10X)	69.0	71.6
South Florida Magazine	41.6	68.9
Texas Monthly C.	93.1	101.7
The Washingtonian	69.0	85.3
Total Group	**2,254.3**	**2,469.4**
% change	**-8.7%**	
■ Music/entertainment		
Audio	84.0	90.9
Dance Magazine	68.7	68.2
Entertainment Weekly (52X) C.	50.7	41.7
Playbill	35.1	35.9
Premiere C.	42.6	47.5
Rolling Stone (25X) C.	59.8	79.8
Spin C.	34.3	36.6
Video Magazine	88.0	79.1
Total Group	**463.2**	**479.5**
% change	**-3.4%**	
■ Outdoor & sport		
Alaska	30.8	40.9
The American Handgunner (6X)	64.0	52.0
American Hunter	10.1	18.1
American Rifleman	14.9	22.3
Audubon (6X) C.	31.9	33.1
B.A.S.S. Times	12.4	19.5
Bassmaster (10X) C.	53.7	67.4
Body Boarding (1X) A.	—	42.5
Ducks Unlimited (6X)	25.0	19.4
Field & Stream C.	57.8	43.3
Fishing World (6X)	38.5	30.3
Flex	94.5	65.0
Florida Sportsman	99.6	102.1
Golf Digest C.	97.6	87.5
Golf Magazine C.	139.6	152.7
Guns	37.0	33.0
Guns & Ammo	33.7	29.7
Outdoor Life C.	49.5	44.9
Outside Magazine C.	49.8	35.2
Petersen's Hunting	26.1	29.5
Runner's World C.	39.3	37.6
Salt Water Sportsman C.	111.8	117.4
Shooting Times	27.8	20.9
Sierra (6X) C.	34.4	45.0
Ski (8X) C.	115.5	138.7
Skiing (7X) C.	128.7	102.0
Skin Diver C.	100.9	104.9
Southern Outdoors (9X)	34.9	35.4
Southern Links & Western Links (6X)	51.2	27.9
Sport Magazine C.	17.0	23.4
Sports Afield C.	54.6	64.2
Surfing	44.1	68.3
Tennis C.	27.1	35.6
Volleyball A.	19.3	27.7
Waterski (10X)	61.3	69.9
Western Outdoors (9X)	19.1	18.6
Total Group	**1,853.5**	**1,905.9**
% change	**-2.7%**	
■ Photography		
American Photo (6X) C.	48.8	42.0
Petersen's Photographic	49.2	21.7
Popular Photography C.	110.1	110.9
Shutterbug	172.5	165.7
Total Group	**380.6**	**340.3**
% change	**11.8%**	
■ Science/electronic/mech		
Compute C.	79.2	95.8
Home Office Computing C.	37.7	40.7
Omni C.	58.0	55.8
Popular Science C.	48.8	45.3
Scientific American C.	63.2	36.0
Spectrum C.	49.0	55.9
Total Group	**335.8**	**329.4**
% change	**2.0%**	
■ Woman/fashion/service		
Cosmopolitan C.	98.3	100.6
Elle C.	55.6	59.8
Essence C.	39.0	40.9
Family Circle (17X) C.	80.5	58.5
Glamour C.	43.5	68.3
Good Housekeeping C.	90.7	94.2
Harper's Bazaar C.	29.0	43.0
Imagen	49.8	69.3
Ladies' Home Journal C.	64.1	96.3
Lear's C.	28.7	36.0
Mademoiselle C.	33.9	41.8
McCall's C.	66.1	72.6
Military Lifestyle A.	10.5	—
Mirabella C.	21.0	49.9
New Woman C.	36.0	43.6
Parents Magazine C.	68.1	77.0
Redbook C.	59.0	55.4
Sassy C.	32.4	19.6
Self C.	44.6	37.0
Seventeen C.	32.0	38.5
Shape C.	48.2	41.8
Soap Opera Digest (26X) C.	28.7	28.5
Teen Magazine	23.4	24.1
True Story C.	35.3	32.6
Victoria C.	36.5	35.3
Vogue C.	72.6	91.9
W Magazine (26X) C.	58.3	50.8
Weddings West (4X) A.	288.0	42.3
Weight Watchers C.	23.8	25.2
Woman's Day (15X) C.	67.7	57.4
Workbasket (6X)	27.8	18.1
Working Mother C.	39.2	45.0
Working Woman C.	43.5	64.8
Total Group	**1,776.6**	**1,660.1**
% change	**7.0%**	
■ Youth		
Boys' Life C.	14.0	14.5
Campus Life (10X)	53.0	59.0
Total Group	**67.0**	**73.5**
% change	**-8.8%**	
■ Business/national		
Barron's	101.1	93.8
Black Enterprise C.	47.9	45.2
Business Week (52X) C.	181.1	163.9
Economist (52X) C.	174.4	129.5
Entrepreneur C.	243.3	216.4
Entrepreneurial Woman (7X) C.	34.3	42.2
Financial World (26X) C.	95.6	31.4
Forbes (26X) C.	222.8	223.5
Fortune (26X) C.	108.9	95.7
Frequent Flyer	22.5	40.7
Futures	27.4	33.3
Harvard Business Review (6X) C.	42.4	42.9
Inc. Magazine C.	88.3	76.1
Industry Week (23X)	49.3	52.0
Nation's Business C	22.8	31.0
Total Group	**1,462.1**	**1,317.7**
% change	**11.0%**	
■ Business/regional		
Business Atlanta	30.3	27.5
Business First of Columbus (52X)	69.6	63.1
Bus. Jrnl.-Milwaukee (52X)	105.7	98.9
Bus. Jrnl.-Sacramento (52X)	45.2	62.6
Bus. North Carolina	24.3	24.3
Capital Dist. Business Review (52X)	55.3	51.3
Caribbean Business	45.6	64.6
Corporate Rpt. Minnesota	38.2	46.4
Crain's Chicago Bus. (52X)	69.3	62.1
Crain's Cleveland Bus. (52X)	36.1	42.3
Crain's Detroit Bus. (52X)	64.8	56.7
Crain's New York Bus. (52X)	54.0	43.0
Florida Trend (12X)	24.0	35.2
Georgia Trend	27.8	24.3
Grand Rapids Business Journal	51.3	41.2
Hawaii Business	35.5	37.0
Houston Bus. Jrnl. (52X)	79.2	76.6
Indianapolis Bus. Jrnl. (52X)	83.5	81.1
New Orleans City Bus.	40.9	39.2
Pacific Bus. News (52X)	89.2	87.3
Philadelphia Business Journal (52X)	85.3	73.3
Pittsburgh Bus. Times (52X)	26.8	44.8
Providence Business News	48.8	49.8
St. Louis Bus. Jrnl. (52X)	65.5	88.2
Total Group	**1,296.1**	**1,323.0**
% change	**-2.0%**	
■ National Sunday mags		
Parade (52X) C.	65.5	59.1
USA Weekend (52X) C.	62.7	45.0
Vista Magazine (12X)	15.1	7.1
Total Group	**143.3**	**111.2**
% change	**28.8%**	
■ Newspaper Sunday magazine		
Boston Globe	88.8	93.9
Chicago Tribune	187.2	68.9
Cleveland Plain Dealer	22.2	21.9
The Dallas Morning News	29.0	25.7
Detroit Free Press	18.0	27.0
L.A. Times C.	46.8	38.9
New York Times Magazine C.	116.2	127.5
Philadelphia Inquirer	68.6	42.6
Seattle Times	29.0	35.0
St. Louis Post Dispatch	51.3	60.7
Toledo Blade Magazine	15.6	23.3
Washington Post	56.5	62.2
Total Group	**729.2**	**627.6**
% change	**16.2%**	
■ Weeklies/bi-weeklies		
The Advocate (26X)	133.5	205.3
Army Times Military Group:		
Air Force Times (52X)	110.6	110.3
Army Times (52X)	110.3	108.4
Navy Times (52X)	117.2	121.1
Capper's (26X)	31.4	42.7
Commonweal (22X)	11.7	8.7
Golf World (41X) C.	174.6	153.7
Grit (52X)	27.6	39.6
Jet (52X) C.	57.5	71.5
National Journal (50X) C.	33.0	34.0
National Review (25X)	55.4	43.2
New Republic (48X)	31.6	31.0
New York Magazine (50X) C.	113.1	124.1
New Yorker C.	82.1	89.7
Newsweek (52X) C.	116.7	100.4
People (51X) C.	143.3	187.9
Sporting News (52X) C.	30.1	25.4
Sports Illustrated (52X) C.	123.1	129.9
Time (52X) C.	115.7	165.0
TV Guide (52X) C.	200.1	227.6
U.S. News & World Report (50X) C.	82.7	83.2
Total Group	**1,901.3**	**2,102.6**
% change	**-9.6%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors.

Compiled by Kathy Welyki.

ScanAmerica

(Continued from Page 1)
audience analysis at ABC. Mr. Hyams noted there already are great disparities in the ratings produced by Nielsen's and Arbitron's local-market ratings services, which are virtually identical in sample size and orientation.

ScanAmerica's network ratings aren't the first to differ from Nielsen's. AGB Research operated a short-lived national ratings service in the U.S. that shut down in July 1988, after less than a year, due to lack of industry support after delivering figures that differed from Nielsen's.

But differences in AGB's and Nielsen's network ratings raised serious questions from agency and network researchers about the validity of both.

"To the extent that there are differences between Nielsen and ScanAmerica, there will probably be some debate about whether they are real or artificial. And that will lead to confusion," said Dave Poltrack, senior VP-marketing and research at CBS, the first and only network to subscribe to ScanAmerica.

Young & Rubicam and Bristol-Myers Squibb Co. also subscribe to ScanAmerica's network service.

If the initial ScanAmerica data are any indication, confusion should abound once again.

According to Nielsen, the No. 1 network prime-time show in November was CBS' "60 Minutes" with a 22.6 rating. But ScanAmerica listed ABC's "Roseanne" as the No. 1 show with a 21.1 rating.

Even more dramatic discrepancies occurred between the two services.

Nielsen ranked NBC's "Cheers" as the No. 3 prime-time show with a 19.5 rating, but ScanAmerica ranked it No. 8 with a 17.9 rating. And Nielsen ranked CBS' "Murphy Brown" No. 5 with a 19.1 rating, while ScanAmerica put it at No. 15 with a 16.9.

Overall, ScanAmerica and Nielsen each rank eight shows in their top 20 list that don't appear on the other service's list.

Network researchers attribute some differences to the regional skew of ScanAmerica's sample, dispersed among New York, Chicago, Los Angeles, Dallas and Atlanta.

Mr. Hyams said the same was true for Fox's strong performance in the ScanAmerica ratings, which list Fox's "In Living Color," "Beverly Hills, 90210" and "Married . . . With Children" in its top 20 list. Nielsen has no Fox series in its top 20.

Mr. Poltrack said CBS is about three months away from making "legitimate comparisons" between the Nielsen and ScanAmerica data. But he said CBS' primary interest in ScanAmerica isn't in its conventional household ratings but in its product usage information.

Unlike Nielsen, ScanAmerica also issues data on the product usage of the audiences of specific network shows.

Based on October data, for example, Fox's "The Simpsons" was only the 18th highest show in terms of household ratings, but among users of cold remedies, it ranked No. 7. And ABC's "Step by Step" ranked only 14th in ScanAmerica's household ratings but No. 9 among users of trash bags.

"If we can show that one show has a greater composition of diet cola users over another show, then that is a relative qualitative advantage for that show," Mr. Poltrack said. □

Labels

(Continued from Page 1)
key problem areas.

For example, the proposals define low fat as food with less than 3 grams of fat per serving, which is acceptable "although we'd like 4 grams instead," said Guy Johnson, director of nutrition for the Grand Met unit.

"But the troubling part is that the FDA wants labels to quantify fat content not only on a per-serving basis but also on the basis of 100 grams of a product," he said. That means 3½ ounces of any product must also have less than 3 grams of fat to carry the low-fat designation.

General Mills also objects to the density requirement, said Alta Engstrom, director of nutrition.

"For Cheerios, a single 1-ounce serving, about a cup of cereal, is low-fat because it contains 2 grams fat. But 100 grams—3½ servings—doesn't meet the requirement of low fat. Therefore, a product like Cheerios would be forced out of this low-fat product category," she said. "We think this is inconsistent with current dietary guidelines, which overwhelmingly call for more grain intake, more intake of complex carbohydrates."

Nabisco Biscuit Co. is opposing serving-size proposals that would change a snack cracker single-serving size to a full from a half ounce. But Frito-Lay, a major snack marketer, endorses one 1-ounce serving size, already widely acknowledged as the industry standard for salty snacks.

"Nutrition claims and disclosure comparisons will be made between crackers with a one-half-ounce serving size and salty snacks with a 1-ounce serving size and that's going to look strange," said Robbi Dietrich, Frito-Lay director of government affairs. "We would like to see the concept of serving size replaced with the concept of reference nutrition units. At least all competing products should be given the same reference value."

Frito-Lay is also concerned about the proposed definition of "light." The company offers a Light product line, including Ruffles Light and Doritos Light, with a third less oil than regular versions. The proposed definition of "light" calls for a one-third reduction in calories, not fat, and the snack line wouldn't meet that definition.

If the proposal stands, Ms. Dietrich said, Frito-Lay's first option would be to rename the products.

It was a disagreement about the term "fresh" that prompted the FDA last year to seize from warehouses cases of Procter & Gamble Co.'s Citrus Hill Fresh Choice orange juice. The FDA said the product was misbranded since the juice was actually reconstituted.

The FDA now requires "made from concentrate" on juice labels; P&G already had that distinction on the juice label but dropped Fresh Choice from the product name.

"All competing products should be given the same reference value."

"Consumers should know what they're buying and be free to choose," said Robert Ilse, president of Stanislaus Food Products. "But you should know from the label when there's a quality difference, instead of discovering the difference when you get home and open the product."

P&G this week will recommend that the FDA eliminate the 100-gram rule and rely on serving size to determine the use of descriptors like low sodium, low cholesterol and low fat.

The company will also recommend the FDA add descriptors for unsaturated fat to parallel definitions on total fat. The proposed rules don't provide definitions for percent of unsaturated fat and for zero saturated fat, making it impossible to distinguish canola oils from other oils, for example.

Campbell Soup Co. believes the proposed changes for terms such as "healthy" and "nutritious" raise "serious constitutional concerns," said Martin Levitas, deputy general counsel and chief food and drug counsel.

He said restricting terms would confuse consumers by allowing "one company to use a term like 'healthy' in a brand name and preclude others, even though products prevented from using the term may have an equivalent or superior nutritional profile."

Michael Mudd, Kraft General Foods' VP-corporate communications, said the regulations "mandate a sea of fine print on the front of packages . . . Instead of drawing consumers to low-fat, low-sodium foods, all this clutter may drive them away."

Under the proposal, the company would have to change 15,000 different labels, he said.

Another aspect of the FDA overhaul that's drawing criticism is the time frame for implementation.

The FDA's estimate that conversion to the new regulations will cost $1.3 billion is too low, candy marketer M&M/Mars will argue.

M&M/Mars estimates it will spend $7 million on the changeover if given only six months, while a grace period of a year would mean just $1 million in costs since existing stocks could be depleted.

H.J. Heinz Co. wouldn't discuss its FDA comments, other than to confirm the company would meet the deadline. But it's believed Heinz, which markets Weight Watchers Foods, opposes the proposed rules on low-fat, low-sodium and serving-size designations.

Heinz relies mainly on portion control for the Weight Watchers line of low-fat frozen entrees, and presumably any serving size that would qualify for a low-fat designation would greatly exceed current portion sizes.

Food marketers are also concerned about differences between the rules and some of the proposed interim regulations. As of early this month, more than 100 comments had been recorded on the interim proposal. □

Contributing to this story: Judann Dagnoli, Christy Fisher and Jennifer Lawrence.

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Infiniti

(Continued from Page 3)
led Terrence Foutz, exec VP-group account director, to leave the agency abruptly on Feb. 17, after just 15 months on the job.

The reorganization plan, still being discussed, would split the Infiniti account into two groups reporting to a yet-to-be-hired account director. Although Hill Holliday offered Mr. Foutz the top position in one of the groups, he chose to leave rather than accept a diminished role, an agency source said.

Mr. Connors will head the account until a new account director is found.

The account will be divided into two groups to better focus on different aspects such as national and regional advertising, merchandising and brochures, sources say.

The reorganization plan hasn't been set, said Jack Sansolo, managing director of the Marina del Rey office.

Mr. Foutz left the agency as Hill Holliday prepares to bring in a new creative team on the Infiniti account. David Wecal and Dean Noble are leaving Messner Vetere Berger Carey Schmetterer, New York, to join Hill Holliday as senior VP-creative directors in March. It's the second creative team shift since Infiniti introduced its first cars in late 1989.

Meanwhile, Chiat/Day/Mojo, Venice, Calif., agency for the Nissan division, announced last week it will heighten the profile of Perkins/Butler, New York, its direct marketing subsidiary, by changing its name to Chiat/Day Direct Marketing. At the same time, it's recruiting top direct marketing executives to reopen an office in Los Angeles primarily to serve Nissan.

The direct shop closed its Los Angeles office about two years ago.

"It was a small office with just a few people," said Adelaide Horton, who remains general manager of the newly named agency. "It was a service office handling project work on Nissan. When the projects were over, we closed it up."

Earl J. Hesterberg, VP-general manager of the Nissan division, said any changes at Nissan's agency weren't dictated by the parent in Japan.

"I never experienced anyone from Nissan in Japan trying to influence us in one way or another," he said. "They generally believe that we are the local marketing experts."

But he added: "The Japanese domestic market has gone soft and there are cost pressures . . . We're all very cost-conscious now." □